

How to Maximize Your Library's NetLibrary Use

Looking to increase your NetLibrary usage? Here's a sheet that outlines a few quick tips that can help your library increase it dramatically.

Tip 1. Load records

COST: \$0

STAFF TIME INVOLVED: less than 2 hours

Load MARC records into your local catalog

When you **load the MARC records** for your NetLibrary eContent into your local catalog, users will be able to find your library's eContent when they search your catalog. Libraries that load their MARC records find their eContent usage statistics increase dramatically. Without the records loaded, users tend to have difficulty finding your NetLibrary titles.

QUICK START TIP:

Once you have NetLibrary eContent, you will receive an e-mail that lets you know your MARC record file is available. It will provide instructions for cataloging staff to obtain your records from <http://psw.oclc.org/>. There is no charge for NetLibrary eContent MARC records.

For a complete file of your NetLibrary MARC records, contact us at: support@oclc.org

A downloadable PDF that describes how to load MARC records is available at: www.oclc.org/services/brochures/netlibrarymarcrecords.pdf

Tip 2. Promote titles

COST: \$0

STAFF TIME INVOLVED: less than 2 hours

Promote availability of your collection

Make sure your users know eBooks and eAudiobooks are available from your library. Take advantage of **free marketing materials** to help promote your collection. You can order marketing kits, customize ads and posters, get great ideas and even download Web banners, for free at: www.netlibrary.org/Librarian/ToolsAndResources/ToolsAndResources.aspx

QUICK START TIPS:

- Include the NetLibrary logo on your library's Web site or catalog.
- Provide many points of access to NetLibrary—include a link to www.netlibrary.org on your electronic resources page.
- Customize NetLibrary posters to refer to your library.



Tip 3. Link deep

COST: \$0

STAFF TIME INVOLVED: 2–3 hours

Create deep links for one-click content retrieval

Many users now make the Web their first stop for research. Make sure your eContent can be found by **creating deep links in WorldCat**. Deep links take users directly from search engine results (from Google, Yahoo! Search, etc.) to the item records in your library's catalog in one click. Without deep links, users will be directed to your library's catalog "front door," where they will need to conduct their search again.

QUICK START TIP:

To enable deep linking, your library will need access to the WorldCat database on the FirstSearch reference service and have your holdings set in WorldCat. Once OCLC has set your holdings, simply enter your library's information (e.g., library's catalog URL, ISBN and ISSN structure) into the FirstSearch Administrative Module. Learn more at: www.oclc.org/worldcat/open/deepinking/

In addition, you can also link your NetLibrary content to relevant results in **FirstSearch**. Turn on NetLibrary-FirstSearch linking in the FirstSearch Administrative Module at: <http://firstsearch.oclc.org/admin/>, select *Outbound Linking* and enter your FirstSearch Library ID.

Tip 4. Improve access: Set up remote options for home and hotspot usage

COST: \$0 or up to \$1000+ if you decide to invest in the NetLibrary Authentication Server or buy a proprietary proxy server solution.

STAFF TIME INVOLVED: 4–12 hours, among multiple staff members

Provide access for eContent anywhere, anytime

Once users are authenticated, they can search for and view eBooks and listen to previews of their favorite eAudiobooks from anywhere.

NetLibrary has been designed to work with a variety of authentication options for access from both inside and outside your library. These options include the NetLibrary Authentication Server, *powered by CybraryN*, IP authentication, proxy servers and Secure Referring URL. Your library probably already uses one or more of these options.

Another way users can gain remote access is by creating a personal NetLibrary account from any computer authenticated to your library. When used with one of the options above, a library can allow a user to set up an account remotely from any location.

QUICK START TIP:

Learn more about NetLibrary Authentication options at:
www.oclc.org/netlibrary/support/authentication

Learn more about NetLibrary accounts and when you need one

Users are sometimes uncertain when accounts are necessary.

Users do NOT need an account to:

- View or use eBooks or
- Preview eAudiobooks

Users do need an account to:

- Check out eBooks
- Download eAudiobooks
- Personalize their environment

With an account, users can create booklists, make notes for their eBooks and set account preferences such as search defaults and language interface. Users do not need accounts if the library uses the NetLibrary Authentication Server.

QUICK START TIP:

Account creation is easy—just click on the “Create a Free Account” link in the upper right-hand corner at www.netlibrary.org or go directly to: **www.netlibrary.org/CreateAccount.aspx**

More information on NetLibrary accounts is available at:
www.netlibrary.org/Help/Default.aspx?Page=AccountTips

Tip 5. Watch your usage grow

COST: \$0

STAFF TIME INVOLVED: 2–3 hours, depending on the size of your collection

See your stats grow and plan ahead with the Library Resource Center

Once you increase usage, you can determine:

- How often certain titles are used
- If usage/user accounts increased after a promotional program
- Titles to which your users do not have access

The **Library Resource Center** provides **rich statistical data** on the usage of your eContent collections. Many libraries use the Library Resource Center (LRC) to create reports that identify usage patterns, assess users’ needs and identify areas for future collection development.

QUICK START TIP:

To get started, have your library’s NetLibrary administrator log in to the LRC at: **www.netlibrary.org/resourcecenter/**. Select a report and specify the time period and collection in which you are interested. With this data, you can use *TitleSelect*, a tool that enables you to create title lists for future purchases.

If you need assistance in generating reports, please contact OCLC support at 1-800-848-5800 or support@oclc.org.

QUESTIONS?

Find additional resources such as demos, guides, tips and Web seminars for NetLibrary at:

- **Help:** www.netlibrary.org/Help/
Note: authentication is required to view this page.

- **Library Solutions Home:** www.netlibrary.org/Librarian/Home/Home.aspx
- **Success Guide Webinars:** www.oclc.org/netlibrary/support/successguide/

- **Tech Tips:** www.oclc.org/netlibrary/support/techtips.htm

For additional help, please contact OCLC Customer Support at 1-(800)-848-5800 or **support.oclc.org**